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THE BEACH NEWS

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ADVERTISING
PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenatney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 40

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, Aug. 24, 1923

PHONE POINT LOMA 17

FIVE CENTS THE COPY

RECORD BREAKER

GRAND PROGRAM
FOR LABOR DAY
AT OCEAN BEACH

The greatest Labor Day celebration ever held in San Diego will take place this year at Ocean Beach. Wonderful preparations are under way for a very wholesome and pleasingly diversified program of entertainment. There will be prizes for all kinds of competitions as well as a prize for the oldest man carrying a Union card, and for the man carrying the oldest union card.

In the Labor Leader announcement last week, Editor Al Rogers graciously said of the forthcoming celebration that "No place in this locality could be selected that is better calculated to please than Ocean Beach. The people who live in Ocean Beach want us there on that day and we all want to go. The program committee has worked hard and will continue to work until the last man leaves the beach."

Look out for some happy "surprises" on Labor Day at Ocean Beach. Everybody welcome.

COOKED FOOD SALE

The Ladies Guild of the Trinity Mission will hold a cooked food sale Saturday, Aug. 25, at Faber's Little Cash Grocery on Newport avenue. Sale commences at 9 o'clock and there will be a great variety of delicacies and useful foods for selection.

DRASTIC CHANGES NOW EFFECTIVE IN CRIMINAL LAWS

Crimes committed since August 15 are directly affected by the changes in California's criminal laws passed by the last legislature.

Under the provision of the new statutes a third conviction of felony automatically results in a sentence of not less than 10 years' imprisonment, while life imprisonment may be imposed for conviction after the third.

Robbery, under the amended code, is divided into two degrees, depending on whether dangerous or deadly weapons are employed.

In addition to such other punishment as the offense warrants, a person guilty of certain offenses against a girl under 10 years of age may, at the discretion of the court, be subject to a surgical operation.

The dividing line between petit and grand larceny has been changed from \$50 to \$200 and failure to provide for a minor child has been made a misdemeanor.

COMPULSORY THRIFT

In Kansas a group of power and telephone companies is trying a compulsory thrift plan, which affects about 1,200 employees and applies to every member of the organization from the president to the humblest day laborer. The plan requires that each shall save and invest monthly at least 10 per cent of his income.

Every month each employee must make a report to the general office of how much he has saved, and in what he has invested it. The investment must be approved by a committee competent to advise. Government securities, savings bank accounts, building and loan stock, payment on a home, even payments on furniture are allowed. If debts have been incurred, these must be listed and payments may be arranged on them, but no more are to be assumed. The idea is to make the employee live within his means and also lay aside something in a definite form.

Reports for the first nine months show that about 13 per cent of the wages have been saved, no single employee falling below 10 per cent. This amounts to over \$100,000. Failure to report or to save brings dismissal, but in only two instances among the 1,200 employees was such action needed.

Say it with "ad" type here.

\$1,000 CASH QUICK RETURNS FROM ONE CLASSIFIED AD IN THESE COLUMNS

Here's a news item, just received from one of our most esteemed patrons, that speaks for itself:

D. C. Crosby, real estate bargain man, has sold the Bryson corner, 100x140 feet, corner DeFoe street and Saratoga avenue to the Roman Catholic church for \$1000 cash.

Moral—Advertise in The Beach News.

Mr. Crosby placed a classified ad in these columns last week announcing the property for sale. A large number of prospective purchasers answered the ad, but the church folks clinched the deal with a spot cash proposition. Classified ads get quick and sure results.

BIG REMOVAL SALE AT THE BEAD SHOP

A. K. Aaberg, proprietor of the Bead Shop at 724 Broadway, San Diego announces the removal on September 1 to new and better quarters at 533 B street, opposite the Commonwealth building. There's a fine chance now to secure special bargains in beads, hair nets and toilet waters. Visit the Bead shop and see the wonderful "living postcards" imported from Europe.

1885 BACON STREET

That's the correct address in Ocean Beach of the Beach Real Estate Co., the progressive members of which are Miss Katherine Mader and Capt. F. L. Russell, both of whom are well and favorably known in the local realty world. Remember the address of the new firm is 1885 Bacon street, in the Reid Transfer building, between Newport and Niagara avenues, Ocean Beach. Their phone number is Point Loma 136.

SPECIAL NOTICE TO SCHOOL CHILDREN

Tablets, 5c up; pencils, 2c up. Supply your school needs now. Froide's Foto Finishing, opposite postoffice.



Gloria Swanson
"in the Paramount Picture
"My American Wife"

Ocean Theatre

"My American Wife," comes to the Ocean Theater next Wednesday and Thursday with Gloria Swanson in the title role, supported by Antonio Moreno. Tomorrow night Tom Mix will produce "Just Tony," a story of Tom Mix's horse, and also there will be a big special feature Sunday. Next Monday night Mary Miles Minter appears in "The Trail of the Lonesome Pine," and there will be a good comedy on every program.

COOKED-FOOD SALE
AT FABER'S TOMORROW

Paramount 'Movies' CELEBRATION FIRST WEEK IN SEPTEMBER FROM COAST TO COAST

The sixth annual Paramount week will be celebrated nationally this year during the period between September 2 and 8 inclusive.

This event, now recognized throughout the nation as the most important of the entire theatrical calendar, has grown to be an emphatic demonstration in favor of bigger and better motion pictures.

The Famous Players-Lasky Corporation, producers and distributors of Paramount pictures are directly responsible for the event, and have consistently sponsored all that it stands for. Born of that ambition which has always governed the making of Paramount pictures, that they be recognized as the highest standard of screen value, Paramount week, from an humble beginning six years ago, has grown steadily year by year in importance, until it is now eagerly looked forward to by the theatergoers of every community in the entire nation.

It is the period for reviewing the work accomplished during the year then ending, and for the announcements of the attractions to be offered by Paramount during the year then starting. Watch The Beach News next week.

Manager Ericsson of the Ocean theater, makes the announcement he is going to celebrate Paramount week this year with a program of Paramount pictures calculated not only to prove unquestionably the leadership of this brand of motion pictures, but at the same time assure a program of the most comprehensive entertainment we have known in many moons.

HOW A RIP-ROARING RADICAL WAS TAMED

By JOHN OAKWOOD

The best story of the taming of a radical I have ever read is told by A. B. Farquhar in his book "The First Million the Hardest." It throws more light on the meaning of capitalism and the utility of socialism than a library full of books on sociology, economics and politics. Here it is as Farquhar tells it:

"The best antidote for acute economic insanity is ownership of property. My favorite example is Otto Steininger. He was one of my first employees and was a rip-roaring anarchist. He insisted that all wealth came from the workers and therefore should go back to the workers. He was particularly bitter against his landlord and hardly a week went by that he did not announce that he had definitely decided that he would like to shoot the landlord the next time he came around for the rent. Finally I asked him smilingly after one of these outbursts:

Buy, Don't Shoot
"Why don't you buy your own house instead of shooting your landlord? Then you would not have to pay any rent. If you do shoot him you may get into trouble."

"He did not think much of the idea apparently but in a day or two he asked me how he could buy the house. I answered: 'That house can be bought for \$800. You are getting good wages. I will buy that house for you, take \$4 a week out of your wages, and in less than four years you will have it paid for.'

"He went off again. The next time he came back it was with his wife. He said: 'We are going to buy that house but since we have no children you can take \$10 instead of \$4 a week out of my pay envelope.'

"I bought the house and then Otto's chief concern was to get it paid for, which he did in a little more than a year. There was another house next door to him. In a short while after he had paid for his first house, he slid up to me and said:

"I can buy that house next door for a thousand dollars. Now that we have no rent to pay we are going along good. What would you think about me buying that?"

Wonderful California

BRISBANE BOOSTS
THE GOLDEN STATE IN
GRANDILOQUENT STYLE

That brilliant writer and noted traveler Arthur Brisbane, whose popular "Today" column is read by more people every day than any essay in the world, has been boosting California to the skies quite frequently of late. Here are some striking excerpts:

"Marvelous is California. Her ocean is biggest in the world, climate finest, clouds, sky, mountains, most beautiful. And the profits on real estate, wisely bought, beyond the dreams of avarice. And they have only just started.

"But mountains, sky and ocean are as nothing compared with woman. All the catenacts of all the mountains are feeble imitations of her power, when the woman of California concentrates on improving her brain.

"Young man, take a little money—that is necessary—and go to California, if you want to find wonderful virtues in real estate and still greater values in wives.

"More about California. Every American under 70 ought to come here before he dies, and stay as long as he can. All past 70 should come here and live to 100. Therefore, information about California is useful news everywhere.

"The average visitor to California makes two trips. The first trip to look and see. On the second trip he comes and stays.

"You may come in the most luxurious trains in the world, or in your own automobile, big or little. And when you get to California you reach a state that appreciates the automobile and welcomes visitors."

"He bought that house and joined the hated landlord class. Some years later when it was reported that a band of strikers were advancing to shut all the factories, Otto rushed into my office at the head of an excited group of men from the shop yelling:

"Get us a lot of shotguns and we'll keep those fellows out of here! Those fools expect a man to work and save and then walk in here and take what he has got without paying for it!"

"And that," Farquhar concludes, "I think, is always the way to develop a conservative."

GROWING RECOGNITION OF ADVERTISING'S USE

Advertising first established its place as an economic factor as a sales aid, but as understanding and use of it have increased, its possibilities in other fields have developed until today we find it employed in many forms of service hitherto unthought of. Advertising has long been hampered in its use by precedent, tradition, conventions, and prejudices, which, under analysis and experience, find little to warrant their existence. Gradually the falsity of their claims is being proved.

We were told for many years that it was undignified for a bank or fiduciary institution to advertise, and this edict, born of some superstition of the past, was accepted without question until finally it was intelligently challenged and it was discovered under analysis that there was no sufficient reason for its support. The inevitable conclusion of logic is that, whatever is of genuine use to human beings, whether it be goods or services, can, with truth and dignity, be advertised and sold, and that it is just as proper to merchandise forms of service as various kinds of commodities.

In the logical development of this new understanding of the power of advertising during the last decade, we have seen many of our banking fiduciary and investment institutions actively employing the sales value of advertising in the marketing of their services. In this intelligent use of publicity they are not only increasing their own immediate business return, but they are also helping to spread a better understanding of financial service and economic fact and theory upon which solid business relations can be built.—Francis H. Sisson, Journal of the American Bankers Association.

BASEBALL CYCLE AND ARMS CLUB TO PLAY O. B. TEAM SUNDAY AFTERNOON

In the second game with the Y. M. I. baseball club of San Diego, the Ocean Beach team last Sunday beat the visitors by a score of 14 to 7. Two home runs were scored respectively by Isom and Amburgery, a pair of local favorites, who are on their toes from start to finish. With the invincible Owen behind the bat and Lewis and Terry as twirlers for the home team, only seven hits were secured by the Y. M. I., whose battery consisted of Soto, Widen and Collins. The beach boys made three errors to their opponents' five. Frank Harrison performed impartially and heroically as field arbiter before a good sized crowd of fans.

The game scheduled for next Sunday promises to be a humdinger. The Cycle and Arms club, San Diego, will cross bats with the home bunch of breezy players, under the able direction of Manager L. A. Shaffer.

The visitors have a fine record and will keep the O. B. boys busy every minute. Don't miss it. Game will be called at 2:30 p. m. on the local grounds at Niagara avenue and De Foe street. Be there, all ye fans.

MOVEMENT AFOOT INCREASING ACTIVITY OF CHAMBER OF COMMERCE

At the regular business meeting of the O. B. chamber of commerce last Monday night, a plan was formulated by Secretary Frank Harrison for awakening interest in the activities of the local business body. Residents of Ocean Beach will be appraised of the plan in due order and the optimistic members predict that something important will be stirring soon.

Everyone knows the Butterfly Sweet Shoppe, Maple and Chocolate Fudge, and everyone buys it at Saturday's special price, 40 cents per pound.

BUTTERFLY SWEET SHOPPE.

BILL BOOSTER SAYS

THE MAGNETS THAT DRAW TRADE AND HOME SEEKERS ARE ATTRACTIVE BUSINESS PLACES, WELL-KEPT STREETS, COZY HOMES, LIVE LODGES, HOSPITABLE CHURCHES, GOOD SCHOOLS, FRIENDLY PEOPLE! WE HAVE ALL THESE, BECAUSE WE'RE ALL DOING OUR BIT!



O. B. Library

The poster on exhibit this week at the O. B. B. Library is entitled "The Orient and Occident." A very interesting group of books falls under this scope which will have wide appeal: "In Unknown China," Polard; "The Color of the East," Washburn; "Spell of Japan," Anderson; "Camps and Trails in China," Andrews; "Across Mongolian Plains," Andrews; "Lotos Time in Japan," Finck; "Italian Backgrounds," Edith Wharton; "Rambles in Spain," Fitzgerald; "An American's London," Hale; "By Paths in Sicily," Heaton; "Spell of Holland," Stevenson.

MARGARET RANKIN,
Librarian.

BIG MASK CARNIVAL

MASQUERADE BALL
MONDAY NIGHT AT
O. B. DANCE PAVILION

Tripping the light fantastic to the latest jazzy, peppy music by Nash-old's famous orchestra, a big crowd of dancers is predicted for the masquerade ball at Benbough's dance pavilion tomorrow (Saturday) night. Prizes will be distributed and there will be a good time generally.

Fun and frolic will divide honors with dance and mystery at the big MASK CARNIVAL to be held next Monday night at the O. B. Dance Pavilion. A special feature will be the appearance of the "Masked Marvels," who will keep everybody guessing in admiration. You can't afford to miss it. Go early and stay late.

LADIES
Here's your chance to get real JAP CREPE in all popular shades for 25 cents per yard at the O. B. DRY GOODS STORE.

MERCHANTS' LUNCH SERVED DAILY AT HARRY'S NEW PLACE

Commencing next Monday a special merchants' lunch for forty cents will be served every day at Harry's Place, corner Newport avenue and Bacon street, Ocean Beach. The kitchen is always open to the public for inspection and clean, nutritious meals are assured, while the service will be prompt and satisfactory. Associated now with the well and favorably known proprietor, Harry Kalliris, will be his cousin, William Callias, who is thoroughly skilled in the preparation and serving of appetizing foods and palatable drinks. Harry's Place promises to be pleasingly popular.

REALTY TRANSACTIONS DAY AND EVENING BY NOTARY "BOB" WALSH

With his place of residence located in the postoffice building on Newport avenue and his main realty office established at 524 F street, San Diego, Robert J. Walsh, popularly known as "Bob," announces that he is now enabled to attend to his notarial work and real estate transactions at all hours. His home phone is Point Loma 289-J and his city phone 64873. "Bob" knows realty values from A to Z and can be counted upon to do the right thing at the right time and in the right place.

PRICES ON SUGAR REDUCED AT FABER'S TWO CASH STORES

Sugar has taken a tumble and Grocer Faber announces a special sale tomorrow and next Monday at reduced prices.

Other staples and various canned goods are also marked down for the consideration of thrifty housewives. A lengthy list, with prices in plain black type, appears in the regular display ad on another page. All orders over \$5 are delivered free and attention is called to the slogan "It's not far to a Faber store."

BUSKIRK-MOYER

A marriage license was issued this week to Verne H. Buskirk and Myrtle W. Moyer, both of Ocean Beach.

PARAMOUNT WEEK

Arrangements are now under way for making Paramount week locally a most important one this year. Gala decorations will adorn the theater while attractive displays throughout the city will add to the general spirit of the nation's real "movie" week.

America's Marvels NATURAL AND OTHERWISE

By T. T. Maxey

THE BOWERY

Perhaps no other street in any other city in America has had a more intensely interesting or varied career, has housed a more notorious population or is known so far and wide as is The Bowery in New York City.

"Bouwerie" is a Dutch word which corresponds to our word "farm." The extensive estates of Great Bouwerie of Governor Peter Stuyvesant whom history records was the last and the best of the governors of the Dutch colonies in America were located along the upper east side of New Amsterdam (now New York City). Bouwerie Lane was the main road leading north from the wall behind and protecting the city to Governor Stuyvesant's Bouwerie. It extended from about where Chatham square now stands to the vicinity of the present junction of Third and Fourth avenues. Bouwerie Lane was subsequently shortened to Bowery Lane, which name in turn (about 1807) gave way to The Bowery which was handed down to and is used by the present generation.

A tavern, known as Bowery House, was built on this road. The village surrounding it gradually came into existence. The location of this community was between Second and Sixteenth streets and east of and along Second avenue near the location of the present Stuyvesant square. The Bowery (Bouwerie Lane) was one of the first named streets in the "New World."

The Bowery, notorious in the extreme for years and years, as the hang-out of lawless boys and others of a questionable character, has in more recent times taken on a new and a better life. The street at the present time is made up and patronized by a population of many nations and of many walks in life and is lined with a seemingly endless string of cheap stores, amusement houses, lodging places and pawn shops. Into the latter are brought by shiftless individuals anything and everything that can be carried and which has a pawnable value. I once heard about an old Boweryite who had a wooden leg which he pawned daily as he started out on a round of begging, reclaiming his peg with the same regularity as he returned to his hangout at night.

Governor Stuyvesant died in 1672. His body was buried in the little cemetery on his bouwerie. When St. Marks church at Second avenue and Eleventh street was constructed in 1793 the painstakingly inscribed tombstone over his grave was built into one of the walls.

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(©, 1923, Western Newspaper Union.)

If you want to live in the kind of a town.

Like the kind of a town you like, You needn't slip your clothes in a grip And start on a long, long hike.

You'll only find what you left behind.

For there's nothing really new, It's a knock at yourself when you knock your town.

It isn't your town—it's you.

Real towns are not made by men afraid.

Lest somebody else gets ahead. When everyone works and nobody shirks You can raise a town from the dead.

And if, while you make your personal stake, Your neighbor can make one, too, Your town will be what you want to see.

It isn't your town—it's you. —Author Unknown.

DELECTABLE DISHES

A most delicious salad which may be prepared at any time of the year, providing one has the ingredients is:

Fig and Cheese Salad.—Mix to a paste one cupful of any cottage cheese, one cupful of chopped dried figs, one-half cupful of roasted almonds chopped, and two tablespoonfuls of

orange juice. Mold into balls and roll the balls in chopped toasted almonds. Place four or five of the balls on a bed of lettuce, garnish with bits of orange and serve with honey dressing. To prepare the dressing take one-half cupful of strained honey and beat slowly into three well-beaten egg yolks. Place in a double boiler and stir over the heat until the mixture begins to thicken. Remove from the heat and beat until cool. Add a seasoning of salt, a tablespoonful of lemon juice and a dash of cayenne and paprika. Just before serving fold in a cupful of whipped cream.

Orange Shortcake.—Prepare a rich biscuit dough, bake, spread with butter and cover a layer with sliced oranges, reserving some of the juice, cover with a second layer of the sweetened fruit and serve with orange sauce prepared by creaming two tablespoonfuls of butter, adding a cupful of powdered sugar and the juice of an orange, or enough to make a rich thick sauce. Pour over the shortcake and serve.

Nellie Maxwell

I've Wanted You

by Grace E. Hall

I've wanted you 'til all the earth seemed crying
In pleading, sobbing tenderness for you:
'Til every quivering leaf seemed grieving, sighing
And asking for you all the long night through.

I've longed for you 'til every taut nerve, aching
Was like a harp string struck by blundering hand,
Its deepest notes of melancholy waking,
And no one near to care or understand.



I've called to you 'til tones turned into dumbness
That somehow froze within my heart and brain;
I've called to you 'til tones turned into numbness
That throbbed on silently, a ceaseless pain.

I've prayed for you with prayers too wild for voicing
Then prayed for answer, in a mood sublime;
The Springtime calls—the whole world is rejoicing,
But silence rests between your soul and mine.

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HARRY'S PLACE

Formerly NEWPORT CAFE, OCEAN BEACH
Cor. Bacon St. and Newport Ave.
Merchants' Lunch - 40 cts.

Soft Drinks, Cakes, Satisfactory Service, Splendid Cuisine, Cigars and Cigarettes

ROBERT J. WALSH

Realty and Notary Public

Residence, next to Postoffice — Open Evenings

Phone, Point Loma 289-J City Phone, 648-73

Main Office, 524 F Street, San Diego

INVESTMENTS

BRADSTREET rating A-1. Shares at present, \$15.00. Not assessable. No salaries, no debts, no taxes. Certificates of stock have five years of eight per cent coupons attached, payable monthly at any bank. Has never failed for thirteen years to pay 12 per cent on par value, and often an extra dividend at the end of the year. This is no "wildcat" scheme! Better investigate it! I also have a large list of **LOTS and HOUSES** for sale. Also Insurance.

See D. C. CROSBY, at 4930 Muir Avenue, Ocean Beach.

MERRY-GO-ROUND

FARE 5c—EVERYBODY

FREE PICNIC PAVILION

with tables to seat 150 people; canvas curtain side next to ocean to keep off wind. Free light and water to all picnickers. Extra oven Night parties should phone Point Loma 65-J to have tables reserved
O. F. DAVIS & SON, Proprietors

UNDER NEW MANAGEMENT

The FRANCES HOTEL and APARTMENTS

2221 ABBOTT STREET, OCEAN BEACH—One block from car line, on L. A. paved boulevard. Beautiful Bay and Ocean view, bathing, fishing, boating. Three garages.

FINE COMFORTABLY FURNISHED APARTMENTS

With Hot and Cold Water—Reasonable Rates by the day, week, month

PHONE POINT LOMA 39 MISS A. I. WATTERS, Proprietress

L. RAUN-LINDE S. BJARNASON Resident of OCEAN BEACH

HOME

For Economy Your Range should be a **GARLAND**

FURNITURE CO. oldest and best made

1240 Fifth Street San Diego Designed to meet every demand
PHONE 632-18 CASH OR CREDIT Saves 10% on Gas Bills

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

Hay, Grain
Wood, Coal
Poultry, Rabbit,
Bird Supplies and
Remedies
Baby Chicks
Esco Electric
Brooders
Seeds, Trucking

OCEAN BEACH Feed, Fuel, Paint and Express

EARL J. HAAS, Mgr.

1926 BACON STREET

Telephone: Point Loma 20-W

Sherwin-Williams
(Paints SWP)
Old Dutch Enamel
Marmot, Scarnot and
Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

OCEAN BEACH GARAGE

HENRY EULBERG, Proprietor

BEST EQUIPPED FOR SERVICE

AUTOMOBILE REPAIRING

Authorized FORD and CHEVROLET Service

4868 Newport Avenue PHONE POINT LOMA 77-W

Two Blocks East of Dance Pavilion

Sheet Stock
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Telephone 613-91
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Sheet Metal Works
830 Seventh Street
SAN DIEGO CALIFORNIA
Residence, Ocean Beach
Phone, Point Loma 311-J

Cornice
Skylights
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Heating and
Ventilating
Auto Bodies

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



BIRTHDAY CELEBRATION

BY PELTCHER TWINS

MOST JOYOUS AFFAIR

A happy celebration was held last Friday, Aug. 17, at the home of Mr. and Mrs. Charles H. Peltcher on Niagara avenue, the occasion being the seventh birthday of their twins, George and Jessie Peltcher.

A delicious birthday cake, decorated with pink and white candles, graced the center of the table, also ice cream and soda pop was served. The following little guests were invited: Junior Howe, James E. Froide, Cleo Shuh, Joe and Mary Coatsworth, Bobby Peltcher, the Cobb twins, Ralph and Alfred, Louis McDonald, Luella Schmid, Viola Steinberg, Lynn Peltcher, Jean and Donald Schneider, Billy, John and Dorothy McCloskey, of San Diego, Lawrence and Geraldine Schreiber of Bakersfield. The grown ups were Mrs. Lawrence Schreiber, Mrs. W. M. McCloskey, Mrs. Bert Schneider, Mr. and Mrs. George Peltcher. The little honor guests received many beautiful gifts.

DEMISE OF MRS. STEWART

Mrs. Della MacKay Stewart, wife of Charles S. Stewart, of San Diego, passed away at St. Joseph's hospital last Saturday night, after a lingering illness. Four sons survive her, A. E. and Leonard Stewart, of San Diego, and MacKay and Donald Stewart, of Denver, Colo. She was 51 years of age and a native of Iowa. The funeral took place Wednesday morning at Markeley's University undertaking parlors and was attended by many friends and acquaintances. Our deepest sympathy is extended to the bereaved family.

VISITORS HONORED

Miss Catherine Morrison entertained Wednesday, Aug. 15, with a dinner party at her home, 737 20th street, San Diego, in honor of her little friends, the Misses Evelyn and Dorothy Jamison, who are the nieces of Mrs. Robert Walsh. They are from Los Angeles, and have been the guests of their aunt since school closed. They will return home next Sunday. Among those present besides the honor guests were Marceline Whalen, Margaret Sullivan, Claire Whelan, Master Philip Morrison, and the hostess, Catherine Morrison. The Misses Jamison will resume their studies in New Conaty high school in Los Angeles.

BAND LEADER HERE

Mr. and Mrs. W. Brown have rented the home of Mrs. Effie Bailey at 2271 Froude street. Mr. Brown is the band instructor at the Naval Training Station, and was transferred here from Mare Island. Mrs. Bailey has moved to San Diego.

Mr. and Mrs. T. J. Faye motored down from Los Angeles to spend a few days with Mr. and Mrs. W. N. Douglas at 4776 Del Monte avenue.

Mrs. W. M. Hay was a very pleasant week-end guest of Mrs. George Peltcher at 1966 Abbott street.

Co-operative Marketing

Agriculture produces enough to feed the people the year around but some of this production should be stored to eliminate the over supply at the times of harvest or during periods of high production. It can then be thrown upon the market in accordance with consumptive demands.

Co-operative marketing is still in its infancy. In a few localities where farmers have been properly organized and provided themselves with adequate facilities to store their products they have been able to considerably stabilize prices, to the advantage of both producer and consumer.

Farmers are looking for a scientific merchandising basis upon which to market their products. It is extremely important that they organize rightly on the commodity basis and secure efficient capable management and adequate financing. This cannot be done in a day, a week, or a month, nor in five or even ten years. It must be by gradual growth and development. The problem is so important it demands the best thought of not only farmers but educators, bankers and other business men.—Banker-Farmer.

DOLLARS AT HOME
SPEND YOUR DIMES AND

RECENT GUESTS AT

THE CRAGS APARTMENTS

It seems that Ocean Beach is very popular with our near neighbors from the north. On the register at the Craggs apartments in the Sunset Cliffs district for the present month appear the names of Mrs. Mary Bayliss and daughter, of Los Angeles, Mrs. Olive Greene, Los Angeles, Mrs. Helen Fuller, Los Angeles, J. L. Wright and family, San Bernardino; Mrs. Roy Bradley and daughters, San Bernardino; Mrs. Luella Barns, Los Angeles; B. Leonard and wife, Los Angeles; Mr. Thomas Finnegan, Los Angeles; V. R. Preston and family, Riverside; E. A. Lockwood and family, Glendale; Mrs. J. T. Lenfesty, Laguna; Mrs. J. E. Ziebach, Laguna; Miss Kathryn Mulhern, Chino and Miss A. Bradley, Chino.

Also recently registered guests include: S. L. Hamilton, wife and daughters, from Phoenix, Ariz.; Mr. and Mrs. Beverly Cox, Phoenix, Ariz.; Mrs. Ed Smee, San Diego, and Mr. and Mrs. L. A. Polites, San Diego.

Bookings for next month at the popular Craggs include an exceptionally large number from the Angel City and other northern towns.

NEBRASKANS HOLD

JOLLY REUNION PICNIC

Coronado was the scene of a very jolly picnic last Tuesday. The occasion being a reunion of neighbors and friends who formerly lived at Omaha, Neb. Those present were Mr. and Mrs. Clark Shelby of San Diego, Mr. and Mrs. Frank Stallard, and Miss Griffith of La Mesa, Mrs. Fairbrother, San Diego, Dr. and Mrs. H. F. McCoy, of Ocean Beach and the Misses Emily and Julia Newcomb, the latter from Omaha, now visiting her sister at 5028 Muir avenue. During the intermission between supper and the band concert, Mrs. Fairbrother and Miss Julia Newcomb gave humorous recitations which were very much enjoyed by all.

VISITORS FROM DENVER

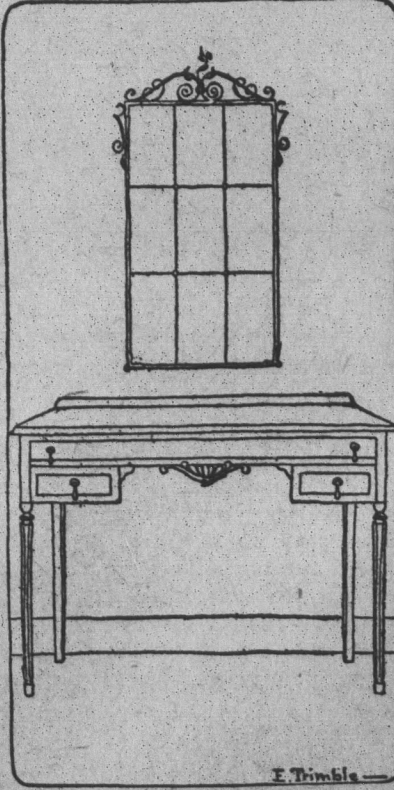
EN ROUTE TO OIL FIELDS

Mr. and Mrs. D. E. Nichols and their two children arrived here from their home in Denver, Colo., last Saturday en route to the oil fields further north along the coast. They are most welcome guests of Mr. and Mrs. J. C. Storm at 4856 Saratoga avenue and express much delight over the climate of Southern California.

A SPLENDID GIFT

Mrs. J. B. Mader of Chicago, has arrived here to spend a few months with her daughter, Katherine Mader. Mrs. Mader presented her daughter with a new Overland car, which was very much appreciated.

SERVING TABLE IS MADE ATTRACTIVE



The serving table top may be left entirely plain or a narrow scarf of fillet or Italian cut work may be used. The lovely French plate mirror has a delicate scroll design of wrought iron.

LOS ANGELES—Special correspondent, MRS. ELLA SNEI, 415 West 37th street, Los Angeles, Calif.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, opposite the skating rink at the foot of Santa Monica avenue, and the phone number is

Point Loma 4.

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

SUNSET CREST

(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished \$45 to \$80 and Up Per Month.
Fireproof Garages

F. L. Russell Katherine Mader

Beach Real Estate Co.

1885 Bacon Street.

Phone Pt. Loma 136 Ocean Beach

WATKINS PRODUCTS

Watkins delicious Summer Drinks made instantly, no preparations. One cent per glass.

Write or call, M. R. Lyons, 4428 Alabama St., San Diego; Phone Hillcrest 2169-W.

Phone: Point Loma 152-J

OCEAN BEACH PLUMBING CO.

Chas. H. Peltcher, Prop.
Repair Work, Contracting,
Estimates

5068 NIAGARA AVENUE
Bath Tubs and Heaters,
Plumbers' Supplies

Residence Phone Office Phone
Point Loma 16 Point Loma 72-J

DR. F. J. RATTY

PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue,
Office, 5024 Newport Ave.

Russell's Grocery

FORMERLY CORNER GROCERY
Corner Bacon and Niagara Ave.,
Ocean Beach

WE AIM TO PLEASE YOU

Kodak Finishing

Enlargements—Copy Work and Coloring
GREETING CARDS
J. P. FROIDE
5019 Newport Avenue
Ocean ("Keep Boosting") Beach

San Diego's All-Year-Round TOY LAND

CHILDREN'S
OUTDOOR
PLAYTHINGS
Phone 625-70

PASSMORE'S

Bird and Toy Store

1166 Sixth St. Bet. B and C

Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andrewsburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

STILES

We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

CLASSIFIED ADS
GET QUICK RESULTS

OCEAN THEATRE

COMING SATURDAY
TOM MIX
in "JUST TONY"
A story of Tom Mix's Horse
Admission 15c and 20c

COMING SUNDAY
ANITA STEWART
in
"HER MAD BARGAIN"
News and Comedy
Admission 15c and 20c

MONDAY
MARY MILES MINTER
in
"THE TRAIL OF THE LONE
SOME PINE"
Admission 15c and 20c

SPECIAL
Wednesday and Thursday
GLORIA SWANSON
in
"MY AMERICAN WIFE"
Supported by Antonio Moreno
Admission 15c and 30c,

Always a Good Comedy
Come early—doors open at 7:15

Golden State

News of Interest to All

Raisers of beef and dairy cattle, sheep and hogs are to hold special conference at the University of California farm at Davis during the fall and winter months. Details of the conferences were explained in a pamphlet issued by the department of animal husbandry. They are being given to interested raisers of cattle at request. The conferences on beef cattle, dairy cattle and swine will be held January 1-5, 1924, and the conference on sheep, February 18-22, 1924. These conferences will include discussions of the important problems in livestock feeding, breeding, management, diseases and equipment. The booklet announcing the conferences contains information on requirements for admission and fees, rooms and board and books, and outlines the daily programs of the various conferences.

The press of the state seems to have caught the spirit of the state fair and are planning as never before to have representatives attend. Secretary Paine, in a statement, said practically all the big dailies plan to have special men attend and report the big show and that the rural papers and the press of the smaller cities assure him an unusually large representation. The agricultural, horticultural, dairy, livestock, machinery, automobile and other weekly and monthly journals also will have representatives at the fair.

Acting on complaints that wealthy Japanese residents are collecting \$100,000 from thousands of Japanese residents of California in violation of the state "blue sky" law, the state corporation department opened an investigation into the affairs of the Japanese Hotel association, and also into the records of Taisei Ya hotel company of Yokohama. They are declared by the department to have failed to comply with the requirements of the State Securities Act.

The Sacramento Ad club is arranging for a daily radio report of important news of the state fair to be sent broadcast throughout California and Nevada. Various state clubs will send delegations to the big show. September 6, designated as Lions' day, is expected to show a particularly strong representation of that organization; Governor Richardson will be the guest of honor.

The Sacramento Valley—Development association has inaugurated a drive to raise \$20,000 within the state to match an equal amount appropriated by the United States reclamation service for surveys of projects in the Sacramento valley. Two features contemplated are a salt water dam across San Francisco or Suisun bay and a survey of a new canal line for the Iron canyon project.

A meeting fostered by civic bodies from Truckee, Colfax, Marysville, Roseville, Sacramento and Auburn has been set for September 15 at Donner Lake, at which is expected the governors of California, Nevada and Utah, to discuss the financing of touring bureaus. Northern California cities are interested in diverting westbound visitors over the Lincoln and Victory highways.

Los Angeles has announced the program for the California meeting of the American Association of Petroleum Geologists there September 20 to 22, which contains much of interest in a technical nature and many things of particular interest at this time to the oil industry as a whole. A day will be spent visiting the fields of Southern California.

G. Chester Brown has resigned as chief mining engineer of the Industrial Accident commission and has taken charge of the Division of Mines and Oil of the state compensation insurance fund. Brown, who is a graduate of the University of California, has been identified for many years with the engineering profession.

Los Angeles county has installed a radio system for sending warnings of forest fires. The sending apparatus, mounted on a truck has been sent into the mountains and a receiving and sending outfit is installed on the Hall of Records building, Los Angeles in direct connection with County Fire Warden Flintham's office.

William J. Walker of San Francisco recently received a silver lifesaving medal from the treasury department for gallant conduct in risking his life to rescue three men from the Buro river in the Philippine Islands in 1901. Walker was then a corporal of Company H. Fourth Infantry. He is a World war veteran.

Construction of a new government hospital for war veterans at San Fernando, will be recommended to the federal board of hospitalization by Director Hines of the United States veterans' bureau. The hospital will provide 300 beds for tubercular patients and will cost approximately \$1,500,000.

Within a month representatives of Orland, Chico, Corning and Red Bluff will take a survey trip over the Grindstone canyon route, proposed to connect the Sacramento valley with the coast.

Judge Albert G. Burnett, associate justice of the Third district court of appeals, died suddenly at his Sacramento home. He was 67 years old and a native of Oregon.

Fletcher Hamilton, former state mineralogist, has received appointment as assistant to the United States senate committee on gold and silver inquiry.

Classified Ads—Get Quick Results.

Visalia's city council has placed a ban on carnivals.

Southern Pacific promises to spend a million dollars in improvements at Stockton.

Los Angeles police, in one night, gathered in seventy-nine "undesirables" in a clean-up drive.

California's daily gross crude oil production for the week ending August 11, was \$72,000 barrels.

W. E. Tallison of El Dorado county was fined \$50 at Auburn for leaving an unextinguished camp fire.

Half a million dollars has been set as the subscription goal by the San Francisco Harding memorial committee.

The California Conference of Seventh Day Adventists at Berkeley declared opposition to Sunday "blue laws."

An exploding film fired the Sunbeam theatre, Los Angeles, completely destroying it. 600 patrons escaped in safety.

William H. Clement, former undersheriff of Trinity county, was found dead under his wrecked car near Waverlyville.

Mrs. Amy Keenan of Stockton is endeavoring to locate her son, Gerald, 26, last seen in July. She is ill with worry.

R. J. Reinhardt, ranch manager of Los Altos is defendant in a breach of promise suit filed by Margaret Keller, 26, San Francisco stenographer.

San Mateo county supervisors have set aside \$75,000 to purchase 310 acres of heavy redwood forest at Pescadero to convert into a public park.

Seven white elephants from Siam, the first ever landed at Los Angeles harbor, arrived from Bangkok aboard the Struthers & Barry liner West Ivan.

Completion of 160 blocks of street paving and the installation of electroliners in ninety-one blocks was celebrated by Dinuba in a great pageant of progress.

Arthur A. Taylor, founder and for many years editor and publisher of the Santa Cruz Daily Surf, is dead. He was recognized as one of the strongest editorial writers of the state.

A strike of gold-bearing quartz is reported in the Normandie-Dulmaine mine, located a short distance west of Grass Valley, and owned largely by Mack Bennett, motion picture director.

Fire destroyed the California Door and Sash company's mill at Colton. Estimated loss \$150,000 and 300 men are out of employment. The company will rebuild on the same site at once.

Francis Manning arrested at Oakland, suspected of murdering a New York police officer, was found to be the wrong man, but confessed a part in a train robbery near Buffalo two years ago.

A. W. Coote, Los Angeles broker, who failed in June for a sum in excess of \$5,000,000 was indicted by the grand jury in seven counts, all charging embezzlement. He was released on \$15,000 cash bail.

Lieutenant Governor C. C. Young received but slight injuries when a Southern Pacific train struck his automobile and demolished it as he was passing over the Ashby street crossing in Berkeley.

Two hundred and seventy-eight candidates were passed and registered at the recent meeting of the state board of pharmacy. The meeting of the board for examination will be held in Los Angeles, October 8.

Galvar Fendall, 11 months old, bounced out of his mother's arms when the automobile in which he was riding with his parents turned a corner in Santa Monica, and died of a fractured skull a short time later.

The petrified trunk of an Indian woman, excellently preserved, has been discovered by Samuel Hubbard, curator of the Oakland museum, in the volcanic ash deposits on Sonoma creek near Agua Caliente, Sonoma county.

Decision of the government to abandon its suit against the S. P.-C. P. railroad merger has opened the way for improvements along the Southern Pacific. The urgency of a new depot at Sacramento will be one of the first considerations.

Earl Soley was killed and a child injured when two automobiles and a horse team engaged in a runaway and collided near Red Bluff. Soley was killed when an automobile crashed into the rear of his wagon, causing the team to run away.

Diners in a fashionable San Francisco restaurant looked on while Mrs. Leonora Kerr used a rawhide whip on her husband, Andrew L. Kerr, prominent business man of that city, found dining with Mrs. Warren Heath, a divorced woman of Piedmont.

Because of the great demand for social service workers, the University of California will conduct classes in the advanced phases of the work. The course will include lectures and round-table discussions, with special practice work. All those who complete the intensive one-year course will be certified as social workers.

The San Francisco Board of Supervisors will have about \$170,000 more to spend on the new budget than contemplated as the result of the \$5,000,000 increase in the assessed valuation of non-operative property over the assessor's estimate of several months ago.

Miss Gertrude Anthony, former teacher in the Berkeley high schools, has been decorated with the Cross of Xavier by the King of Greece in recognition of her relief work among the orphans and refugees in Greece, left destitute since the burning of Smyrna.

"Readers" Reap Rich Rewards.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,
California
Phone Point Loma 17

KIRK SMITH, Editor-Owner
KATHERINE SMITH, Sec'y-Treas.

Subscription Price, 75 cents a year.
Outside the county, \$1.00 yearly.

IN ADVANCE
Single Copies, 5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a
line, averaging five words to line.

CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, Aug. 24, 1923

THE BEACH NEWS is on sale
regularly at the STATION NEWS
STAND, Niagara avenue and Bacon
street, and at FROIDE'S PHOTO
STUDIO, Newport avenue, opp. the
postoffice.

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and
proper publication of news notices
of all societies, lodges, associations
and other like gatherings, the chair-
man, secretary or head of such bodies
are respectfully requested to send
their news items direct to THE
BEACH NEWS office on or before
Thursday noon of each week.

Judging a Great
Institution by
Small Defects

By J. H. PUELICHER

President American Bankers Association.

It would be difficult to find a bank-
er, understanding thoroughly the Fed-
eral Reserve System, willing to admit
that we could continue a first-
class commercial nation, without
the Federal Reserve Banks, or
mechanisms similar to them. Yet
there is antagonism to the Fed-
eral Reserve Banks based in a
measure on some



J. H. Puelicher

minor mistakes in administration, but
more generally on a misunderstanding
of their purposes, of what should be
expected of such a system.

The banker, as much as any man, is
to blame for the present misconception.
He found Federal Reserve
Banks a ready scapegoat to blame for
no matter what happened. If it
seemed desirable to refuse or call a
loan it was easy to say that the Fed-
eral Reserve Bank wished it, although
it should have been refused because
contrary to good banking practice.

Most of all was the system blamed
for the fact that violent inflation
which hundreds of business men and
bankers hoped might be continued
forever was finally checked by putting
up Federal Reserve interest rates.

There were those who blamed the
system for not having put up the rate
soon enough and others who blamed
it because it put up the rate at all.

The penalty for thus blaming every
business mishap on this valuable sys-
tem may be the loss of its much
needed benefits. If we wish to save
the present bank of the United States
from the fate of its two predecessors
we must make known to America, to
its rank and file, the splendid useful-
ness of these institutions.

We must admit at the outset that
in their administration mistakes have
been made, that governors of Fed-
eral Reserve Banks and members of
the Federal Reserve Board are human
beings, and in the administration of
the affairs of any institution by
human beings mistakes will be made,
but these have been so insignificant
as compared with the outstanding
usefulness of the institutions them-
selves that they should be judged by
the good which they have performed,
which, after all, has been along the
line of their designed achievement,
rather than by those errors which
time and experience can easily elimi-
nate.

TO OUR O. B. SUBSCRIBERS

If you haven't a box at the post-
office, ask for your copy of the
Beach News every Friday afternoon
just like you do your other mail,
which arrives and is distributed at
10:15 a.m. and 4:15 p.m.

It's Not Far to a FABER Store

SPECIALS for

Saturday, Aug. 25, and Monday, Aug. 27.

The Little Cash Grocery Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

| | | |
|--------------------------------|---|-----------|
| Sugar, 10 lbs. for 87c; sack | Sardines, Ascot (in pure Olive Oil) a can | 10c |
| Flour, 25 lbs. A1 Flour | Sardines, Oval can, 15-oz. | 15c |
| Carnation Oat Meal, large | 2 for | 25c |
| Encore Pancake, small | Sardines, N & K, in Tomato Sauce | 10c |
| Syrup, Penick, can | Apricots, large can | 25c |
| Pork and Beans, Sniders' small | Peaches, large can | 20c |
| A can | CAMPBELL'S SOUPS | 9 1/2 can |
| Pork and Beans, Del Monte | 6 Bars Luna Soap | 25c |
| Small, a can | | |

We DELIVER FREE All Orders Over \$5.00

It's Not Far to a FABER Store

MICKIE SAYS—

WHUP! A FELLER JEST
SAID WE WUZ GITTING OUT
'Y' BEST NEWSPAPER FER A
TOWN OF THIS SIZE 'AT HE
EVER SAW, AN' 'Y' BLOW'S
MOST KILT POOR MICKIE!
WE ANY USED 'Y' KIND
WORDS MUCH!



CHARLES RUGGLES

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—Frying chickens, rab-
bits, Concord grapes, goat's milk.
"Woodmere," 4729 Cape May Ave.
Phone, Pt. Loma 206-J.

FOR SALE—Three lots, new
house, bath, walks, 1 block from
school and churches; \$2100; terms.
Inquire 4850 Saratoga avenue, rear.

FOR SALE—Unexpired lease of
premises at far less than cost; splen-
did location, new bank in block. The
Beach Shop, 724 Broadway, San
Diego or phone Pt. Loma 17.

A FINE PAIR of lots on Long
Branch avenue, Ocean Beach, for
\$300 cash. For bargains see D. C.
Crosby, 4930 Muir avenue.

ANYONE in need of a competent
nurse call at 1917 Bacon street or
phone Pt. Loma 289-W.

FOR SALE at a big bargain—
Bluebird Mahogany Cabinet Phono-
graph, including 15 records for \$38
at the Newport Shoppe.

LIVE WIRES are wanted for a
good paying proposition, requiring
energy and persuasiveness. Phone
Pt. Loma 17.

GREEK PERFECTION IN ART

Infinite Labor and Patience Expended
on Even the Most Insignificant
Coins and Gems.

The delicacy and minuteness of
Greek work is of course most obvious
in the reliefs of coins and gems. The
coins were not primarily meant to
please the eye, but to circulate in the
fish-market; yet a multitude of
dies are so exquisitely finished that
they lose little when magnified to
many diameters, and will bear the
most critical examination. The in-
taglio gems were meant for the seal-
ing of documents, the seal taking the
place of the modern signature; but
the figures upon seals are in their
way as finished as great works of
sculpture. Seals even more usually
than coins gain rather than lose if
they are enlarged. Yet they were ex-
ecuted without the help of magnifying
glasses. Their subjects are taken from
the widest field, the figures of deities,
tales from mythology, portraits, ani-
mal forms; like the coins they intro-
duce as an undercurrent to the pro-
not conquer. The beast's attitude of
poetry and imagination.—Percy Gar-
ner, in "The Lamps of Greek Art."

SUBSCRIBE NOW!

Church News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF

OCEAN BEACH

DeFoe Street at Santa Monica Ave.

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bible
school at 9:45 a. m. Young People's
Union at 6:30 p. m.

Morning service—Subject, "The
Armour of God." Evening service,
subject, "Preparedness." Speaker,
A. S. Akin, evangelist.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

UNION CONGREGATIONAL

CHURCH

Rev. Frederic J. Stotzel, Pastor

Church school at 9:45.

Morning worship at 11.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa

Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN

CHARGE

Sunday school at 9:45 a. m.

Morning service at 11.

Sunday school and morning ser-
vice held at 5006 Niagara avenue.

Phone Pt. Loma 46-J Sunset Cliffs

Crags Apartments

Delmar Ave. 1 Block W. Paved Highway

Two Blocks South from O. B. Car Ter.

Every Apartment Gives Hill and Ocean

Exposure. Complete Equipment.

Included in Rates.

Ocean Beach Cleaners

Cleaning Dyeing

Pressing

1928 Bacon St.

Phone: POINT

LOMA 30-J

C. H. Owen,

Prop.

RUBY H. ELLIOTT

LISTINGS

5006 Niagara Ave. Pt. Loma 46-W

FOR SALE—Three-room house,

lot 25x140; close in, very reason-

able. Terms or cash.

BROWN'S

SOUVENIR and STATIONERY

STORE

Watch and Clock Repairing

5041 Newport Ave. Ocean Beach

A WORD ABOUT PRINTING

The job printing department of the

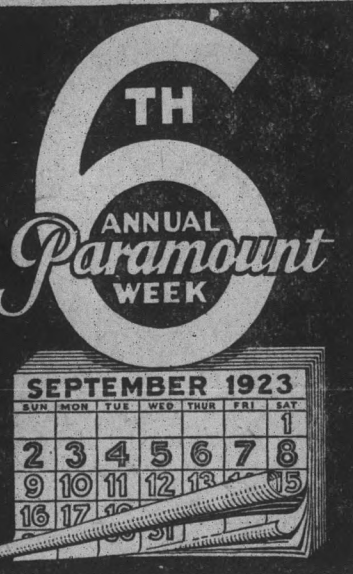
Beach News does NOT make any

charge for estimating on printing of

any description and your orders

would be highly appreciated. Phone

Point Loma 17.



Mrs. Helen McConaughy
TEACHER OF PIANO
Dunning System for Beginners
2121 De Foe St. Ocean Beach
Phone, Point Loma 251-W

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4811 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
Edward K. Burdette
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

DAILY TRIPS TO SAN DIEGO
AND POINT LOMA
REID TRANSFER
1885 Bacon Street, Ocean Beach, Calif.
FREIGHT BAGGAGE JOBBING MOVING
STORAGE
FEED, FUEL and HARDWARE
Residence Phone Office Phone
Point Loma 125-J Point Loma 136

C. TOWNSEND BROWN
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
5050 NIAGARA AVENUE
Ocean Beach California

Dr. Earl L. Chappell
CHIROPRACTOR
Phones 663-21 San Diego, Cal.
221 OWL DRUG BLDG.

SAN DIEGO
Army and Navy
Academy
Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Summer Session July 1 to September 1
Phone, Pacific Beach 172
CAPT. THOMAS A. DAVIS, Pres.

Don't "hide your light under a
bushel measure." A business card at
small cost in our advertising columns
will tell the world and your neighbors
that you're alive!

TURN ME OVER



OCEAN BEACH BAIT HOUSE

Phone Point Loma, 6
JACK NEUMONT, Prop.
Fresh Bait of All Kinds
Fishing Tackle, Boats to Let
CIGARS, TOBACCO, SOFT DRINKS

THE FARMER'S NEW POSITION

By WALTER W. HEAD.

First Vice-President American Bankers Association

The farmer today is more than a tiller of the soil. He is a business man. Raising crops is only a part of his business, if he is a real up-to-date Twentieth Century farmer. Problems of marketing, distribution and financing are equally important. The complexity of our modern economic organization makes it necessary for the farmer to understand and assist in solving these problems if he is to succeed. In this new role—as a business man—the farmer steadily has advanced to a better position.

There was a time when the farmer was dependent wholly upon private marketing agencies, whose interest was not always identical with his own, whose greed for profits sometimes out-matched consideration of the farmer's need. Today there are many great co-operative marketing organizations that handle a large part of the farmer's crop and win for him more liberal treatment from the private agencies which still handle the bulk of his production.

Today the farmer also has his own co-operative agencies of credit. If not satisfied with the terms upon which his local capitalist is willing to advance money upon a land mortgage, the farmer can go directly to the Federal Land Bank, which, by reason of tax-exemption and other advantages incidental to its governmental character, can loan money at a rock-bottom rate of interest.

In addition, the federal government has established another group of banks which permit the local bankers—by rediscount privileges—to extend the farmer credit for his current operations on a more favorable basis than ever before. If he thinks his local bank is not sufficiently responsive to his need, this same legislation enables him to join with other farmers in a co-operative marketing association and arrange for credit direct from the government banks.

New Credit Facilities

For years it has been the farmer's complaint—with considerable justification—that he, alone of all producers, has been forced to market his crop on the buyer's terms because of his inability to use his products, in storage, as a basis for credit. Today the agricultural credits act authorizes the acceptance of warehouse receipts, on non-perishable agricultural products, as collateral for loans, the same as in the case of sugar or other commodities of commerce.

These developments have relieved the farmer from what seemed to be persecution by short-sighted, tight-fisted, grasping grain dealers, landlords and bankers—for there were some bankers who were guilty of this very thing, who thought of the farmer principally as a weak and ignorant opponent in a game whose only stake was the collection of a high rate of interest. The farmer's suspicion of the banker arose because of misunderstanding, because he judged bankers as a class by the derelictions of a few. Today, with these sources of government-controlled credit available at his call, the farmer cannot charge or even suspect that the bankers are conspiring to do him harm.

As the real farmer has taken advantage of these opportunities, he has made himself a business man. Like other successful business men, he is equipped with credit to finance his operations, he is able to make use of labor-saving machinery, he is able to barter with buyers of his products at their equal.

KIL-A-MITE KILLS 'EM

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH
Section a Growth and Prosperity rivaling that of
Los Angeles beach cities.

Don't Watch Mission and
Ocean Beaches Grow ---
Grow With Them!

MISSION BEACH COMPANY
Second Floor, Scripps Building
TRACT OFFICE OPEN DAILY

Dance to Music That Makes You Want to Dance

BENBOUGH'S

Ocean Beach Dance Pavilion

"GARDEN OF EDEN"

Dancing Every Night and Sunday Afternoon—Except Monday
GOOD MUSIC! — Open All the Year — GOOD FLOOR!



THE BEAD SHOP

724 Broadway, San Diego.

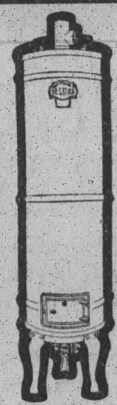
REMOVES Sept. 1st to
533 B Street, bet. 5th and 6th
Removal Sale Bargains

The AMERICAN LAUNDRY

Formerly Ocean Beach Laundry

P. C. LANDGRAF and N. OLSON, Proprietors

5036 Niagara Avenue Phone Pt. Loma 31
Previous Patronage Respectfully Solicited
Satisfactory Service Guaranteed to New and Old Customers



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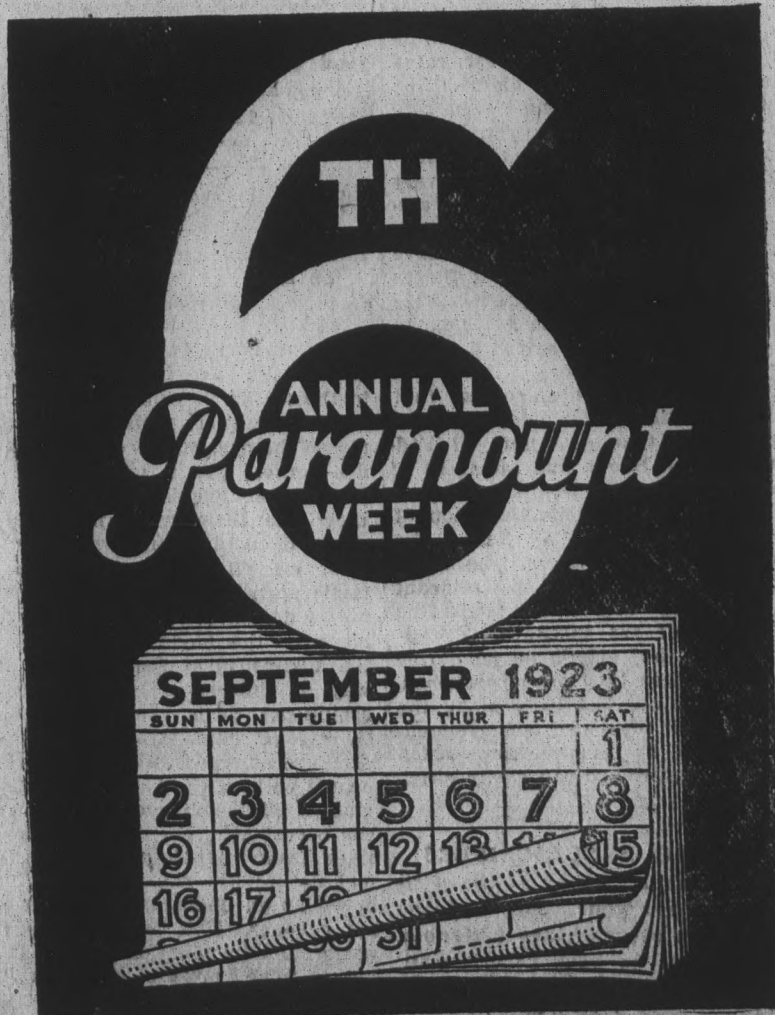
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Lieut. Gatlin, chaplain of the destroyer base, conducted the services last Sunday at the Army and Navy academy. He chose for his subject, "The Man With a Purpose," speaking forcefully of the necessity for having a high and definite purpose in life. Next Sunday Mr. Tom Nowell will preach.

ITEMS OF INTEREST

Pacific Beach friends were pleased with a flying visit from Mrs. Anna Meyer last week. She is now staying at Oceanside with her daughter, Ruth, who has been nursing over in Imperial Valley for several years, is moving to Riverside, where her mother will live with her.

Col. Thomas Davis and family have been away for a couple of weeks. Mrs. Davis, Miss Nita and Manny visiting friends in Oxnard and Col. Davis meeting prospective patrons and pupils at Los Angeles, Santa Barbara and other places.

Mrs. Ray Edgar and daughter Roberta are staying with Mr. and Mrs. Seth Mitchell. They plan to remain for some time, in order that Roberta may attend the Bishop's school at La Jolla.

Mrs. Gist, at the La Jolla sanitarium, is in a much more comfortable condition than she has been since her accident. Her son, Harry Gist, however, has been incapacitated for several days with a badly sprained back.

Mr. and Mrs. Van Potter and Mr. and Mrs. Hogue are just back from a 1400 mile trip to San Jose, Santa Cruz, Porterville and other places, visiting friends and relatives, and generally having a good time. Mrs. McCusker stayed with the Van Potter children during their absence.

The dance Friday evening was attended by a good sized and appreciative crowd. The boys had spared no trouble to make it a success. The five piece orchestra made excellent and "jazzy" music. A prize, consisting of a large box of candy to be given to the couple adjudged to be the best dancers in the fox trot contest, was awarded to Miss Austin and Mr. Langridge, from Mission Beach. Mrs. Challand expressed for Miss Austin her thanks and appreciation.

Mrs. Gardiner Corey returned from Honolulu Monday and is spending a couple of weeks with her parents, Mr. and Mrs. F. T. Scripps. The all-day meeting will be Aug. 28 at the home of Mrs. F. T. Scripps. Mrs. Clark in charge of the topic. Mrs. Ravenscroft of the luncheon.

Mrs. Fred Williams is reported as seriously ill and to be sent to her home at Buffalo as soon as she is able to travel. Her husband Rev. Fred Williams is confined to his bed with a severely strained back.

Gaylord Clark's baby is on the mend and Dr. Sharp says will in time, become quite well again.

A new eight and one-half pound son arrived at the McCulloch sanitarium to Mr. and Mrs. Robert Gross on Aug. 15. This is the first grandchild to Mrs. E. A. Gross and Mr. and Mrs. Ed Ritchie, so they are especially proud. Mother and son doing finely. Mrs. John Harris is entertaining her twin sister, Mrs. Rhodes from Las Vegas, Nev., and sister-in-law, Mrs. D. P. Harris, from El Paso Texas. Also Mrs. Sue Harris and daughter, Mrs. Llyad Harris from Pasadena. Distances are so short in these days of automobiles that last week Mr. W. E. Rhodes, and wife drove down from Long Beach, joined the family party for supper, returning to Long Beach the same evening.

Almost 25 members of the Sigma Rho fraternity held a meeting at the home of Mr. and Mrs. C. L. Pratt Wednesday evening.

Mr. and Mrs. James Cook of Los Angeles were week end guests of Mr. and Mrs. J. P. Harris. Mr. and Mrs. Bishop are still staying at the home of Mrs. Ashe in San Diego.

We feel that an explanation is in order of the worn and anxious look on the faces of Mr. Percy Eldridge and his brother-in-law, Mr. D. S. Hibben. They recently attended a radio in the back country and while there were suddenly up against the proposition of fleeing in a most unprepared condition from an excited steer pursued by a cow boy. All's well that ends well, but the men seem to have had an anxious time.

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered.

ANNOUNCEMENT

The subscription price to The Beach News is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

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